

Rep Order# 9771679 Ver# 13 Status Revised

Traffic Order# 565920

Printed: 09/07/2012 8:54 AM  
Last Received: 09/06/2012 5:56 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2599  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2599  
Flight Dates 09/14/2012 - 09/20/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

---CONTRACT COMMENT---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

---REMARKS---

REVISED LN 20 DUE TO NA

| LT | Ln                                       | Day | Time  | Program        | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|--|-----|-------|----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | *20                                      | F   | 8A-9A | FOX13-LIVE@5WK | :30 | \$400.00 | 09/14-09/14 | 1          | 1          | 1           | \$400.00   |         |
|    | Rating: 1.4                              |     |       |                |     |          |             |            |            |             |            |         |
|    | Sales Remark: V13 CHANGED LINE DUE TO NA |     |       |                |     |          |             |            |            |             |            |         |
|    | V13 More than 2 codes changed            |     |       |                |     |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 1 / \$400.00

---SALES MONTHLY TOTALS---

Sep 12: 33 / \$26,725.00  
Sales Totals: 33 / \$26,725.00  
Station Totals: 33 / \$26,725.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$133,625  
CABL 0% KDLJ 0% KJZZ 0% KSL 24% KSTU 20%  
KTUX 16% KUCW 5% KUTV 35% UNKB 0% UNKN 0%

Books null  
Demos RA3564

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Showing Buylines: All Rep Revised Lines

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2599  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2599  
Flight Dates 09/14/2012 - 09/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

Rep Order# 9771681 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 565967

Printed: 09/07/2012 8:53 AM  
Last Received: 09/06/2012 5:59 PM  
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2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2601  
Buyer Ben Ange  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2601  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 21 FOR REV DUE TO NA

| LT                                | Ln  | Day | Time        | Program  | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----------------------------------|-----|-----|-------------|----------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|                                   | *21 | TU  | 1005P-1035P | SEINFELD | :30 | \$450.00 | 10/02-10/02 | 1          | 1          | 1           | \$450.00   |         |
| Rating: 1.8                       |     |     |             |          |     |          |             |            |            |             |            |         |
| Sales Remark: V9 REV LN DUE TO NA |     |     |             |          |     |          |             |            |            |             |            |         |
| X                                 |     |     |             |          |     |          |             |            |            |             |            |         |
| V9 More than 2 codes changed      |     |     |             |          |     |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 1 / \$450.00

---SALES MONTHLY TOTALS---

Sep 12: 12 / \$8,475.00 Oct 12: 21 / \$12,600.00  
Sales Totals: 33 / \$21,075.00  
Station Totals: 33 / \$21,075.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$105,375  
CABL 0% KDLU 0% KJZZ 0% KSL 24% KSTU 20%  
KTVX 16% KUCW 5% KUTV 35% UNKB 0% UNKN 0%

Books null

Rep Order# 9771681 Ver# 9 Status Revised  
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3 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2601  
Buyer Ben Angle  
Phone#  
Fax#  
Demos RA3564

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2601  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

Rep Order# 9771680 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 565955

Printed: 09/07/2012 8:53 AM  
Last Received: 09/06/2012 5:44 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2600  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 6 & 22

| LT                                     | Ln  | Day | Time    | Program        | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--|-----|-----|---------|----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|  | *6  | F   | 8A-9A   | GOOD DY UTAH8A | :30 | \$400.00 | 09/21-09/21 | 2          | 1          | 2           | \$800.00   |         |
| Rating: 2.3                            |     |     |         |                |     |          |             |            |            |             |            |         |
| Sales Remark: V9 ADD - MG FROM LN 22   |     |     |         |                |     |          |             |            |            |             |            |         |
| V9 Comment Changed, Spots/week Changed |     |     |         |                |     |          |             |            |            |             |            |         |
|  | *22 | SA  | 5P-530P | FOX13-LIVE65WK | :30 | \$400.00 | 09/22-09/22 | 0          | 0          | 0           | \$0.00     |         |
| Rating: 1.4                            |     |     |         |                |     |          |             |            |            |             |            |         |
| Sales Remark: V9 NA                    |     |     |         |                |     |          |             |            |            |             |            |         |
| V9 Comment Changed, Spots/week Changed |     |     |         |                |     |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 2 / \$800.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$24,025.00  
Sales Totals: 35 / \$24,025.00  
Station Totals: 35 / \$24,025.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$120,125

CABL

0%

KDLU

0%

KJZZ

0%

KSL

24%

KSTU

20%

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3 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2600  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

Books null  
Demos RA3564

KTVX 16% KUCW 5% KUTV 35% UNKB 0% UNKN 0%

Rep Order# 9771678 Ver# 13 Status Revised

Traffic Order# 565897

Printed: 09/11/2012 8:19 AM

2 of 3

Last Received: 09/11/2012 6:41 AM

Showing Buylines: All Rep Revised Lines

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

NO SPOTS ON 9/11 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LN 11 NA - MG LN 33

| LT | Ln  | Day  | Time  | Program        | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|---|------|-------|----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | *11   | SA   | 8A-9A | GOOD DAY UT-SA | :30 | \$500.00 | 09/08-09/08 | 0          | 0          | 0           | \$0.00     |         |
|    | [MADE-GOOD BY LINE(S) 33]                     |      |       |                |     |          |             |            |            |             |            |         |
|    | V13 Effective Dates Changed                   |      |       |                |     |          |             |            |            |             |            |         |
|    | *33   | W-TH | 7A-8A | NEWS           | :30 | \$500.00 | 09/12-09/13 | 1          | 1          | 1           | \$500.00   |         |
|    | [MAGD FOR SPOTS MISSED ON LN #11: 9/08(1/WK)] |      |       |                |     |          |             |            |            |             |            |         |
|    | V13 Added                                     |      |       |                |     |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$22,025.00

Sales Totals: 32 / \$22,025.00

Station Totals: 32 / \$22,025.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$110,125 CABL 0% KDUU 0% KJZZ 0% KSL 24% KSTU 20%

Rep Order# 9771678 Ver# 13 Status Revised  
EC'd Yes

Traffic Order# 565897

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Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

KTVX 16% KUCW 5% KUTV 35% UNKB 0% UNKN 0%

Books null  
Demos RA3564



2 of 3

Rep Firm ) WASHINGTON  
Sales Office ( ) DAN DRISCOLL  
Salesperson ( )  
Salesperson Phone# 202-955-5342  
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NO SPOTS ON 9/11 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

SEE LN 20 FOR REVISION DUE TO NA

| LT  | Ln  | Day | Time        | Program        | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|-----|-----|-------------|----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|   | *3  | W   | 6A-7A       | GOOD DY UTAH6A | :30 | \$375.00 | 09/12-09/12 | 1          | 1          | 1           | \$375.00   |         |
| Rating: 2.4   |     |     |             |                |     |          |             |            |            |             |            |         |
| V9 More than 2 codes changed                                  |     |     |             |                |     |          |             |            |            |             |            |         |
|   | *9  | W   | 8A-9A       | GOOD DY UTAH8A | :30 | \$400.00 | 09/12-09/12 | 1          | 1          | 1           | \$400.00   |         |
| Rating: 2.3   |     |     |             |                |     |          |             |            |            |             |            |         |
| V9 More than 2 codes changed                                  |     |     |             |                |     |          |             |            |            |             |            |         |
|   | *17 | F   | 530P-6P     | FOX13-LIVE@530 | :30 | \$550.00 | 09/07-09/07 | 1          | 1          | 1           | \$550.00   |         |
| Rating: 2.0   |     |     |             |                |     |          |             |            |            |             |            |         |
| V9 More than 2 codes changed                                  |     |     |             |                |     |          |             |            |            |             |            |         |
|   | *20 | TH  | 8A-9A       | FOX13-LIVE@5W  | :30 | \$400.00 | 09/13-09/13 | 1          | 1          | 1           | \$400.00   |         |
| Rating: 1.4   |     |     |             |                |     |          |             |            |            |             |            |         |
| Sales Remark: V11 CHANGED LINE DUE TO NA                      |     |     |             |                |     |          |             |            |            |             |            |         |
| V11 More than 2 codes changed                                 |     |     |             |                |     |          |             |            |            |             |            |         |
|   | *21 | M   | 1005P-1035P | FOX13-LIVE@5W  | :30 | \$450.00 | 09/10-09/10 | 1          | 1          | 1           | \$450.00   |         |
| Rating: 1.8   |     |     |             |                |     |          |             |            |            |             |            |         |
| Station Remark: V6 No EN 9/9 dt NTL. Mkgd 1x 5-6p EN w/o 9/10 |     |     |             |                |     |          |             |            |            |             |            |         |
| V9 More than 2 codes changed                                  |     |     |             |                |     |          |             |            |            |             |            |         |

Rep Order# 9771678 Ver# 11 Status Revised  
EC'd Yes

Traffic Order# 565897

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Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
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Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

| LT | In | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|

|  |     |   |         |               |     |            |             |   |   |   |            |  |
|--|-----|---|---------|---------------|-----|------------|-------------|---|---|---|------------|--|
|  | *29 | W | 9P-930P | FOX NEWS AT 9 | :30 | \$1,200.00 | 09/12-09/12 | 1 | 1 | 1 | \$1,200.00 |  |
|--|-----|---|---------|---------------|-----|------------|-------------|---|---|---|------------|--|

Rating: 3.8  
V9 More than 2 codes changed

|  |     |   |             |          |     |          |             |   |   |   |          |  |
|--|-----|---|-------------|----------|-----|----------|-------------|---|---|---|----------|--|
|  | *32 | W | 1005P-1035P | SEINFELD | :30 | \$450.00 | 09/12-09/12 | 1 | 1 | 1 | \$450.00 |  |
|--|-----|---|-------------|----------|-----|----------|-------------|---|---|---|----------|--|

Rating: 2.2  
V9 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 7 / \$3,825.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$22,025.00

Sales Totals: 32 / \$22,025.00

Station Totals: 32 / \$22,025.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$110,125

|      |     |      |    |      |     |      |     |      |     |
|------|-----|------|----|------|-----|------|-----|------|-----|
| CABL | 0%  | KDLU | 0% | KJZZ | 0%  | KSL  | 24% | KSTU | 20% |
| KTVX | 16% | KUCW | 5% | KUTV | 35% | UNKB | 0%  | UNKN | 0%  |

Books null  
Demos RA3564